

THE RICHMOND DAILY REGISTER

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Price Five Cents

INSTALLING FAMOUS WINCHESTER SYSTEM

Richmond Welch Co. Rapidly Preparing Home Here For Formal Opening Soon

Everyone is watching with intense interest the splendid progress that is being made on the home of the Richmond Welch Co. on West Main street. The handsome big show windows are about completed, the heating plant is now in working order and things are shaping up rapidly. With construction work under way and everyone busy getting things straightened, customers climbed over barricades in front, and weaved their way through workmen, and insisted upon buying something like \$30,000 worth of the first merchandise that was brought in during January.

Work is being pushed as fast as possible so that the formal opening may not be delayed longer than possible.

Window glasses are in place and oak backs and panels are going in. Glass show cases, electrically lighted, are being uncrated and put in position to receive goods.

Mr. Frank Mappes, of New Haven, Conn., who is store engineer for the Winchester Repeating Arms Co., with his party, are directing placing of goods in cases and sampling of hardware on wood panels hinged to shelving, showing all goods carried in shelves.

Mr. Mappes is considered the greatest store engineer in America for hardware. One of the first stores that was designed by Mr. Mappes was the Frank P. Hall at Columbus. His next creation, the Pettie Hardware Store at Oklahoma City, Okla., attracted so much attention that a thousand hardware dealers visited it the first year.

Mr. Mappes designed and spent four years with the Huey and Phelps, of Dallas, Texas. These are referred to by all hardware authorities as the greatest retail hardware stores in the United States in point of design, simplicity and ease of serving people with goods they want.

With Mr. Mappes are Mr. L. H. Hudson, his first assistant, and Mr. Shampier, designer. The Richmond Welch Company is considered fortunate in getting the services of these men and believe that they will serve their customers to a better advantage as a result of the up-to-date system and modern lines that are being installed by them.

Remarkable Story of the Welch Department Stores

A brief history and synopsis of the wonderful success of the Welch Department Stores at Berea, was given in the Inland Storekeeper, a trade journal, in the recent December issue. The facts were compiled and furnished that paper by Mr. Green Clay, of this city. What he says of the Welch Department Stores will be read with particular interest here at this time, as the opening of the Richmond Welch Company becomes imminent. The article was as follows:

No doubt about it, the biggest country store in Kentucky is located in Berea, a little mountain hamlet of 1500 people nestled in the spare and ungainly foothills of the Cumberland mountains in the extreme southern end of Madison county on the edge of the Blue Grass Region. Last year the Welch Department Stores did a business of \$509,000. This year they bid fair to reach over \$600,000.

Berea is the home of the far famed Berea College, an educational institution for poor boys and girls, that has now an attendance of 1700 pupils. It might be assumed that the college itself is a great feeder to the Welch Stores, but this is not true. The students are for the most part poor boys and girls, many of whom work their way through school by employment in the several industrial departments of the college. Besides, the college has its own general store and sells to the students at cost and carriage. This eliminates from local merchants most of this potential patronage, so that local merchants must depend entirely upon the sparsely settled territory outside the town for its purchasers.

The Welch Stores consist of twenty departments, employing forty-eight clerks. They sell literally everything that can be purchased in ordinary retail stores in the largest cities; groceries, hardware, clothing, drugs, automobiles, machinery and all the rest of it.

How John W. Welch, the president of the close corporation, and his father, Samuel Welch, before him, built up this tremendous business way off there in the foothills will be of interest to ambitious country and small town merchants.

Sam Welch came to Kentucky from Virginia in 1890 and opened, in Berea what he called a general store. He had four fixed ideas of doing business and kept to them assiduously until his death in 1910. These principles were "first come, first served," "cash to all," "all men look alike." From a beginning of \$3,000 or such matter he did a business in 1910 of over \$80,000 which, at that time, was phenomenal for a small country town.

John W. Welch, the son, and present manager and real force behind the organization, was a student in Yale Law school at the time of his father's death. He was then twenty-two years old, but had been well grounded in the business methods of his father. He came home in April, 1910 to shoulder the new responsibility. He is now thirty-two years old.

John Welch said, "When I came home from college to shoulder the new task I had my own ideas and ambitions. Youthful ambitions often seem foolish in their proportions but are not always to be laughed at. Having attended four southern colleges before going east, it gave me an opportunity to see and feel the difference in proportion in the way they do things in the east and south. Having caught the vision that the people who are doing big things in this country are but ordinary people and that there was just as good a chance for me to do things as anyone else, I plunged in. I started back to Kentucky to make my father's already large country store the largest and best of its kind in the United States. I studied modern methods and applied them as fast as possible. I visited the best stores in the land and, as far as practical, their ideas were installed, and today we have a modern department store of twenty departments and forty-eight employees. The policies used by this store have been so different and so outstanding from the competition of local firms that that in itself has been very valuable as an advertising asset.

"How do we do it?" We do it first, by carrying a full stock of goods. We buy in car load lots so that we can sell cheaper than most other people. The assortment we carry is the assortment that the community demands. By continually studying the needs and desires of our patrons and by introducing new ideas the up-to-the-minute merchandise of the world can be found in our store. We make a study of those things that the largest and best stores in the country carry and do, and we have introduced them to our public, and they have long since learned that our styles and our recommendations are correct and they can depend upon them. We not only carry the best goods but we tell the people about them.

The next interesting feature is our sales force organization. The department heads meet every week. The entire sales force meets once a month. These meetings enable the management to cement the force closer together, to teach salesmanship, efficiency, and the like. It unifies the entire operation and gets cooperation better than any other known method. Country correspondents are used in every school district. A weekly report is made by each of these and a monthly report also. They are paid for these. Sometimes there is an emergency report and these prospects are followed up either by phone, mail or in person. Munity service is put above the matter. The policy of store service and command of profit and is fostered to the limit, and the results prove that it is paramount to all other policies.

"Now, we take advantage of the weakness of our general competition and study and put into actual practice the knowledge we learn about things, such as, system, efficiency, merchandise cost, operating expenses, trade journal pointers, advertising, balance sheets, display of merchandise, community needs, service, turnover and salesmanship. Such things are practically unknown in rural merchandising and when you find a store enticed with such modern practices, with the pep and enthusiasm you find in Welch's Stores you need not wonder at our phenomenal success."

Here are some figures that will show the reader how the business has grown. In 1910 their sales were \$80,000, cost of doing business 8.3 per cent, turnover 3.7 per cent. They had seven employees.

Sales 1915 were \$191,000 cost of doing business 10.1 per cent, turnover 4.2 per cent, 26 employees.

Sales July 1, 1918 to July 1, 1919, \$509,000, cost of doing business 11.2 per cent, turnover 6.3 per cent, 48 employees.

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REDS MADE TO WORK WHILE AWAITING DEPORTATION



Reds arrested in the late raids in Massachusetts are enjoying Uncle Sam's hospitality at Deer Island, Boston, while awaiting investigation or deportation. While there they are made to aid in the care and feeding of their brethren. The photograph shows group of arrested radicals bringing food into one of the detention buildings on the island.

TAX ON WHISKY MAY BUILD ROADS

Bill In Legislature Seeks to Raise \$15,000,000 For State Highway System

Frankfort, Ky., Feb. 6.—Based on the assumption that the federal government may take over all whiskey J. Wood Vance, of Barren county, today introduced a bill in the House to levy a tax of 50c a gallon on all whiskey in Kentucky warehouses. The amount produced will be \$15,000,000 and be used to build highways.

Concluding that Kentucky could not afford to pay a bounty of \$100 to her sons and daughters who served in the world war the House refused to advance to its first reading the bill of Representative John T. Murphy of Covington.

It is estimated that Kentucky furnished 60,000 soldiers during the war, and that the bill would have cost the state about \$6,000,000. Representative Murphy said that other states had issued like compensation, and that Kentucky should not lag behind in this regard. His appeal availed little when Representatives A. R. Hudson and Mack Morgan, both former service men, said that the majority of discharged soldiers were opposed to the bill, on the ground that it would place a heavy burden on the state.

Representative Isaac S. Mason declared that he had two sons, in the war, and that neither of them would accept a penny from the state.

Wires May Be Raced Under R. R. Commission

Louisville, Feb. 6.—A Frankfort special to the Times today says the legislature is seriously considering placing telegraph and telephone lines under jurisdiction of the railroad commission.

CREDIT CRISIS MAY CAUSE CONFERENCE

(By Associated Press) Paris, Feb. 6.—Proposals that an international financial conference be called immediately to consider measures for relief of the international exchange situation, find support in French government circles. One banker said that in the absence of other effective measures restrictions on imports will probably become more rigorous. It is well recognized that the exchange situation is due to the credit crisis.

Another Railway Ultimatum

(By Associated Press) Detroit, Mich., Feb. 6.—The grand officers of maintenance of way and railway shop laborers decided today to give the Railroad Administration seven days to say whether they will be granted wage increases. They made plain a refusal will mean immediate cessation of work of 300,000 employees, but also intimated an appeal might be taken direct to President Wilson.

FOR THE CHILDREN

Too much care cannot be exercised in selecting a cough medicine for children. It should be pleasant to take, contain no harmful drug and most effective in curing their coughs and colds. Long experience has shown that Chamberlain's Cough Remedy meets these conditions. It is a favorite with many mothers. Feb. 6.—Miss Duncan Foster spent Monday in Lexington shopping.

STREET PAVING ORDINANCE VALID

Court of Appeals Says In Opinion Handed Down Friday and Work May Be Rushed

Work upon the building of Richmond's paved streets may now proceed rapidly, for the Court of Appeals at Frankfort Friday handed down an opinion that the city has a right to levy upon abutting property for two-thirds of the cost of building the paved streets.

The opinion of the state's highest court has been awaited with eagerness, for the taking of bids and letting of contracts for street work has been held up until this suit was acted upon. The suit was a friendly one and brought by Mr. E. V. Elder, as a taxpayer, simply to test the absolute validity of the city ordinance levying upon abutting property for two-thirds of the cost of the proposed new streets. The city, of course, is to pay the other one-third out of the \$150,000 bond issue which was voted.

This decision means that there need now be no further delay. Bids may be called for at once for street paving, as the reconstruction has gotten to a point where some streets are finished, and work of saving them could begin at once.

SOLDIERS TO GUARD NEGRO AT TRIAL

Lexington, Ky., February 6.—Will Lockett, negro, confessed slayer of eleven-year-old Geneva Hardman, was indicted by the Fayette County Grand Jury and will be tried here Monday morning. Judge Charles Kerr having called a special term of the Fayette Circuit Court for that purpose.

Judge Kerr appointed Samuel M. Wilson and George R. Hunt, attorneys, members of the local bar, to defend the negro, who is to be brought here Monday morning from Frankfort, where he is under guard of state militia.

None except those who have permits from Judge Kerr, will be permitted to enter the courthouse during the trial.

Governor Edwin P. Morrow upon receipt of a message from Judge Kerr, Commonwealth's Attorney John R. Allen, County Judge F. A. Bullock, County Attorney Hogan Yancey and Sheriff Walter Kodes, stated that troops would be provided.

WASTE WATER

There is a waste of over 350,000 gallons of water every 24 hours, by consumers letting faucets run mostly at night. This waste of water not only entails great and useless expense, but it may make it impossible to furnish adequate water pressure in case of fire. We hope that all water consumers will appreciate these conditions and take pains to confine their use of water within reasonable bounds.

RICHMOND WATER & LIGHT COMPANY, Incorporated 323

NOW is the time people are eating fresh fish and oysters, and we are receiving them daily.—Neff's Fish and Oyster House. phone 431. 3tf

NEXT SUNDAY NEAR EAST RELIEF DAY

Ministers Over County Are Urged To Bring It To Attention of Congregations

Sunday, Feb. 8th, is Near East Relief Day, and 100,000 ministers in the United States have offered their services for the day. Dr. Telford, Dr. Carpenter and Dr. Green have signified their intention of stressing the Near East problem here.

Imagine a bread line of 120,000 famished people waiting for 24 hours for the dole of food that is the sole barrier between them and death from starvation. At Erivan, the capital of Armenian republic, one hot meal is given out daily, and by this relief alone the city's death rate has been cut from a thousand daily to an average of 20. It is to avert these wholesale deaths that the Near East Relief is making a nationwide appeal for funds.

Dr. Telford has addressed the following letter to his fellow-pastors:

To the Pastors of Madison County:—Dear Pastors—A nation-wide campaign is now on to raise funds to save the starving homeless millions of the Near East. The Near East Relief committee have requested that the pastors of all denominations present this cause to their people from their pulpits on next Sunday.

The Near East Relief committee was chartered by Congress—one of the few ever granted a granted a charter for service of this kind.

Among the men who compose this committee are such men as Wm. Howard Taft, Henry Morgenthau, Herbert Hoover, Chas. Evans Hughes, Elihu Root and Cleveland H. Dodge.

Let the people know there are eight hundred thousand starving people absolutely dependent upon the help of America who will perish this winter if this help is not given; that there are 250,000 homeless children most of them orphans, whose lives are dependent on our gifts.

Col. Wm. N. Haskell, American High Commissioner in Armenia, says in a cablegram: "Believe situation in Caucasus worst in the world. Suffering unbelievable." Herbert Hoover says: "In the Near East is the most desperate situation in the world."

Without food and poorly sheltered, thousands are dying of cold and starvation. If three thousand people will give one dollar each we will have what has been asked of Madison. If one thousand will give three dollars each, or six hundred five dollars each, or three hundred ten dollars each, we will have it. Please ask your people to put their contributions to this cause in an envelope and mark on it "Near East Relief," and write their names plainly on the envelope and send or leave same with S. M. Sauley, Register office, or at State Bank & Trust Company. Beginning next Monday names and amounts contributed will be published each day as they are received. Assured of your co-operation in this service for the Master, may I thank you in His name.

R. L. TELFORD,

Weather For Kentucky Cloudy tonight and Saturday; not much change in temperature.

THE MARKETS Cincinnati—Hogs 25c lower; \$15; Chicago steady; steers dull; calves strong.

PLANNING TO TURN ROADS BACK MARCH 1

(By Associated Press) Washington, Feb. 6.—Reorganization of the Railroad Administration for work as the government liquidating agent in preparation for the return of the roads to private ownership March 1st, was begun today by Director General Hines. The first step was the creation of a division for liquidating claims and abolition of capital expenditures effective February 15th.

LABOR TO MAKE BIG FIGHT IN ELECTION

(By Associated Press) Washington, Feb. 6.—Plans for the most aggressive and general political campaign ever waged by the American Federation of Labor were formulated at a meeting here today of the general committee composed of the executive council and heads of all departments of the Federation. It was said officially that a campaign to be conducted in connection with the general elections in November will not only be aimed at candidates for Congress, unfriendly to organized labor but also at candidates for President, Governor and members of state legislatures. Every trade and craft affiliated with the Federation will be called upon to take up the fight in every section of the country and exert every effort to elect only such public officials as are favorable to the principles of organized labor. It was said a vast army of organizers and workers will be recruited for the campaign.

DANVILLE TO HAVE GREAT WAREHOUSE

Danville tobacco and real estate circles were greatly interested in announcement made by the daily papers there that another big tobacco warehouse is to be built. The Danville Messenger says that "one of the largest, if not the largest business deal put over in Danville in some time, took place when Mr. J. H. Baughman purchased the entire holdings of the stockholders in the Danville Realty Company." Mr. Baughman is well known in Richmond where he frequently visits relatives and deals in live stock. The Messenger further says that the property he secured lies near the Southern railroad, and covers over an acre and a half of ground, on which is located the large tobacco warehouses of Liggett & Myers, R. J. Reynolds & Co., J. H. and F. H. Sanders and Hester & Heptel and two dwelling houses. The property includes several railroad side tracks and makes an ideal location for manufacturing enterprises.

Mr. Baughman informed the Daily Messenger that he would begin at an early date the construction of a modern and up-to-date tobacco loose leaf warehouse on the property. The tobacco market in Danville has grown to such an extent that more warehouses are necessary and Mr. Baughman purposes to build the largest house of the kind in that section of the state. He will also build for the R. J. Reynolds Tobacco Company a modern prize-winning house.

SELLS HOME ON MOBERLY

The Freeman Realty Company made another sale of town property this week. They sold for Lyman Parrish his house and lot on Moberly avenue to Finley Hall, of Irvine. The price was not made public, but is understood to have been a very satisfactory figure.

Howard and Thompson sold the following baskets: 260 lbs at 32c. Taylor and Rhodus sold the following baskets: 285 lbs at 65c; 250 lbs at 69c; 360 lbs at 88c; 450 lbs at 80c; 150 lbs at 90c; 190 lbs at 92c; 195 lbs at 89c 190 lbs at 75c; 620 lbs at 86c; 360 lbs at 86c; 390 lbs at 75c; 450 lbs at 55c 295 lbs at 45c 815 lbs

CITY PAYS \$10,000 ON PAVED STREETS DEBT

Bonds Bought Back and Will Be Burned—Employees Ask Council For Salary Raise

Already Richmond has paid off \$10,000 of the bonds that she voted for paved streets, and as yet not a yard of paved streets has been laid. The street improvement fund taxes have accumulated so fast without anyone hardly noticing it that Mayor Evans thought it a wise thing to pay off part of the debt, so he bought the bonds with approval of the city councilmen, and reported to them at their regular meeting Thursday night. The bonds will be formally burned at the next regular meeting of the council.

Before the city's petition was made by a number of city employees for increase in salaries from \$85 to \$100 per month. A joint petition was signed and presented to the council, the signers being Policemen Wm. Maupin, and James Turner, Firemen Mose Nelson and Stone Maupin, City Collector Jesse Dykes, and Street Commissioner James H. Allman. Many feel that the employees deserve the increase during such high times. The matter was referred to the finance committee to report upon at the next meeting.

Street Commissioner Allman reported \$209.70 spent for labor on the streets during January. Chief of Police Claud Devore had his check for \$154 collected from fines during January attached to his report.

City Collector Jesse Dykes showed collections amounting to \$308.97 for the month. Mayor Evans told of an invitation to join an association of mayors of the fourth and fifth class cities and benefits that can be obtained by co-operation along legislative lines. He was authorized by the council to join for Richmond.

Councilman Terrill was authorized to purchase for \$70 a set of heavy harness, for use in grading work this spring. It was formerly used by brewery horses in Cincinnati and it said could not be bought for \$175 of new.

The Council declined to take action upon a request by Emil Lohrlich for exemption from taxation for five years for his ice cream factory. Councilman Golden said that the city had just gotten stung once by a similar proposition, and he was against trying it again.

The City Engineer S. F. Creelius' report showed \$4,527.49 worth of work done by the sewer contractors during January.

After Councilman Golden had protested against about two trees at the corner of Main and Collins street and called attention to gutters being stopped by on a number of streets, the bills were allowed and the council adjourned.

STOCKS HIT LOW LEVEL IN NEW YORK

(By Associated Press) New York, Feb. 6.—Prices of stocks tumbled today under heavy selling despite improvement in foreign exchange. The leading issues dropped six to 15 points and made new low records for the current movement. United States Steel fell to 98 7/8, the lowest for months. The break was accelerated by a 17 per cent call money

PERIODIC BILIOUS ATTACKS

Persons subject to periodic bilious attacks will observe that their appetite fails them just before an attack. That is, they do not really crave food but eat because it is meal time. If they will eat only a light meal and no meat, then take two Chamberlain's Tablets the attack may be avoided. Feb.

High priced land demands a guarantee of fair profit. Basic Slag is that guarantee. Order now. 26—6

Too Late To Classify

TIMMINS MACHINE SHOP 328-329 West Vine street, Lexington, Ky. We have a complete machine shop and can repair any kind of machinery. Oxygen acetylene welding our specialty. Give us a trial. REWARD—I will give \$10 reward for the return of one female dog named "Gyp," weight about 30 pounds with long white hair except head which is black and white with blaze around forehead, black kidneys on both sides near the back, and long curly tail. W. H. Bower, Agent L. & N. R. R. 22 32 33 at 33c; 250 lbs at 18c; 215 lbs at 10c; 290 lbs at 50c.